

## Strategic Plan 2012

- Vision:** To establish a culture of a safe teen driving.
- Mission:** Engage, educate, and mobilize all members of the community to work collectively on developing and improving safe teen driving programs, practices, and activities and thereby save lives in Florida.
- Overall Goal:** Through implementation of the Florida Teen Driving Strategic Plan, the Florida Teen Safe Driving Coalition will lead the effort to reduce the number of young driver involved crashes, fatalities and injuries by 5 percent annually between 2013 and 2018.

**Performance Measures:**

- # of young driver crashes
- # of young driver fatal crashes
- # of young drivers injured in crashes
- % of changes in behavior and attitude

**Specific Goal Groups:**

1. Create a network of concerned individuals to build recognition and awareness as it relates to teen driver safety.
2. Create a safe driving culture for teen drivers through outreach and education.
3. Improve safe driving laws in Florida through advocacy and public policy.

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**Goal Group 1:** Create a network of concerned individuals and partners to build recognition and awareness as it relates to teen driver safety.

**Objective:** Increase by 30% the number of individuals and partners who actively participate in efforts to promote teen driver safety by 2016.

**Performance Measures**

- # of membership agreement written, signed, and collected from active coalition members
- # of new and active coalition members
- # of recruitment/outreach materials developed and distributed
- # of promotional/educational materials developed and distributed

- 1.1 Establish coalition norms and business procedures, expectations, roles and responsibilities.
  - 1.1.1 Develop a member agreement outlining the group's vision, mission, goals, and membership roles and responsibilities for members and teen advisory board.
  - 1.1.2 Develop regional subcommittees that implement outreach events
- 1.2 Identify and recruit a diverse network of coalition members to champion a culture of safe teen driving.
  - 1.1.1 Identify and collaborate with other like-minded coalitions/organizations.
  - 1.1.2 Identify and recruit state teen advisory board members.

- 1.3 Communicate and promote coalition activities.
    - 1.3.1 Update coalition committees, members, and community partners
    - 1.3.2 Develop press releases to promote events
    - 1.3.3 Gather information for calendar of events
    - 1.3.4 Update roster
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**Goal 2:** Create a safe driving culture for teen drivers through outreach and education.

**Objective 2:** Increase awareness of teens, parents and legal guardians and influencers about the components of Florida's teen driver licensing law(s) to 40% in five years.

**Performance Measures**

- # of parent/guardian and teen resource materials downloaded
- # of teens who complete the Leadership Academy
- The outreach activities performed by Teen Advisory Board
- # of influencer outreach materials downloaded

**Strategies and Action Steps:**

- 2.1 Educate parents and legal guardians and teens about safe teen driving behaviors and Florida's teen driver licensing law(s).
    - 2.1.1 Maintain a website to serve as a resource and education outreach for **parents** and teen drivers.
    - 2.1.2 Identify effective programs and materials aimed at changing youth behavior and attitude toward safe driving.
  - 2.2 Empower a Teen Advisory Board to educate peers, parents and legal guardians and community members about teen driver safe driving behaviors and Florida's teen driver licensing law(s).
    - 2.2.1 Develop and conduct an annual Leadership Academy to prepare advisory board members to effectively advocate teen driver safety.
    - 2.2.2 Support them in participating in local community events.
  - 2.3 Educate and empower influencers (community members, educators, LE, healthcare, 1<sup>st</sup> responders, judges, private providers, government leaders, etc.) about teen safe driving behaviors and Florida's teen driver licensing law(s).
    - 2.3.1 Develop outreach and program support materials that target each specific influencer.
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**Goal 3:** Improve safe driving laws in Florida through advocacy and public policy.

**Objective:** Establish a task force to review Florida's GDL, underage alcohol consumption, impaired driving and distracted driving. Make recommendations for improving and streamlining laws and secure support for passage of priority legislation.

**Performance Measures:**

- Draft language is developed or identified
- Fiscal notes are written
- Support coalitions and teams identified
- Legislation sponsors secured
- Copy of laws passed and signed by Governor

## Strategies and Action Steps:

- 3.1 Recommend changes to the Florida's Graduated Driver's Licensing law to bring it more in line with national model.
    - 3.1.1 Identify a GDL legislative champion.
    - 3.1.2 Provide legislative champion with current data and proven models to assist him/her in developing improved FL GDL laws.
    - 3.1.3 Utilize data, existing and model laws to develop improved safe driving law in Florida.
    - 3.1.4 Work to include a cell phone ban while driving, as well as passenger limitations in Florida's GDL law.
    - 3.1.5 Send educational materials to legislators regarding the statistics on passenger restrictions and on cell phone use to help encourage FL GDL passenger restrictions for notice drivers.
  
  - 3.2 Reduce the incidents of teen impaired driving.
    - 3.2.1 Adopt Florida Impaired Driving Coalition Recommendations
    - 3.2.2 Educate law enforcement to comply with statutory requirements
    - 3.2.3 Educate the judiciary on young driver enforcement programs.
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